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FRAMINGHAM

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Framingham-based company's promo rewards drivers, breast cancer research

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By Matt Rocheleau, Globe Correspondent

A Framingham-based oil and fuel supplier has launched a program to reward free gas to motorists who are spotted driving around with a company's decal on their car; the promotion will also benefit breast cancer awareness and research programs.

Gulf Oil, L.P. announced the start of its "Get Spotted" program on Monday, which rewards drivers a \$20 Gulf gas card if they place a Gulf decal on their cars, register at www.gulfoil.com/getspotted, and are "spotted" by a member of Gulf's roving promotion staff, according to a press release from Gulf.

Also, Drivers are entered into a pool for a monthly drawing of a \$500 Gulf gas card.

For every prize awarded, Gulf will donate 10 percent of the prize value to the Gulf Oil Giving Foundation, a charitable organization that supports breast cancer awareness and research programs, the release said.

Decals are available at participating Gulf stations. Those who currently have a Gulf decal and are registered are also eligible. The promotion ends Oct. 31, 2010.

Since the original "Get Spotted" promotion began, more than 400,000 decals have made their way across the Gulf footprint, and Gulf has given out more than \$10,000 in gas cards, said the release.

"This is our latest approach not only to thank our customers, but also help fund ongoing breast cancer research," Gulf Oil President and Chief Operating Officer Ron Sabia said in the release. "With the past success of our "Get Spotted" promotion, we believe we can help contribute to the success of these programs."

Gulf, headquartered on Crossing Boulevard, is one of the Northeast's largest wholesalers of refined petroleum products, distributing motor fuels through a network of more than 2,400 Gulf-branded gasoline retail centers, 12 proprietary oil terminals, and a network of more than 50 other supply terminals. The company supplies heating oil, diesel fuel, jet fuel and kerosene.

Visit www.gulfoil.com for more information.

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